

Amendments to the Claims

Please cancel Claims 2, 33, and 65. Please amend Claims 1, 3-5, 13, 16, 21-26, 29, 34-37, 45, 48, 53-58, and 61. Please add new Claims 66 and 67. The Claim Listing below will replace all prior versions of the claims in the Application:

Claim Listing

1. (Currently Amended) A system for reporting ~~counted impressions~~ determined relationships in at least one network device, comprising:
 - a data warehouse for collecting event data pertaining to ~~the~~ a network device; and
 - a life-cycle manager server for determining: (i) which promotion is displayed on the network device, and (ii) a relationship between the collected event data and displaying the promotion, the determined relationship representing an effect of displaying the promotion on a viewer; and
 - a user interface ~~for querying the data warehouse to enable a user to determine the counted impressions of the network device which displayed specific promotions. for~~ inquiring about the determined relationship between the collected event data and displaying the promotion.
2. (Cancelled)
3. (Currently amended) The system of claim ~~[[2]]~~ 1, wherein the ~~event data~~ determined relationship includes ~~is correlated with a relationship between demographics and~~ displaying the promotion, the determined relationship representing an effect of displaying the promotion on a viewer of a given demographic.
4. (Currently amended) The system of claim ~~[[2]]~~ 1, wherein the ~~event data~~ determined relationship includes is determined from channel change events ~~which occur~~ collected after the promotion is displayed.

5. (Currently amended) The system of claim [[2]] 1, wherein the ~~correlation~~ determined relationship provides is determined from information as to whether a channel surfer stopped surfing after a promotion was displayed.
6. (Original) The system of claim 1, wherein the event data of each network device includes a channel on the network device.
7. (Original) The system of claim 1, wherein the event data includes a time at which the network device was tuned to the channel.
8. (Original) The system of claim 1, wherein the event data includes a time at which the network device was tuned away from the channel.
9. (Original) The system of claim 1, wherein the event data includes a connection between the network device and a peripheral.
10. (Original) The system of claim 1, wherein the event data includes the viewing behavior of a viewer.
11. (Original) The system of claim 10, wherein the viewing behavior includes scrolling through a program guide.
12. (Original) The system of claim 10, wherein the viewing behavior includes promotion acceptances.
13. (Currently amended) The system of claim 12, wherein after the promotion is accepted another promotion is displayed such that ~~impressions~~ a relationship between the collected event data and displaying of subsequent promotions are counted is determined, the determined relationship representing an effect of displaying the subsequent promotions on the viewer.

14. (Original) The system of claim 12, wherein the viewing behavior includes time spent on a viewer activity.
15. (Original) The system of claim 1, wherein the network device periodically sends the event data to the data warehouse.
16. (Currently amended) The system of claim 1, wherein a trigger is embedded in the displayed promotion such that when the promotion is viewed an impression is counted to determine the determined relationship.
17. (Original) The system of claim 1, wherein the event data is represented in a compressed manner using a bit mask.
18. (Original) The system of claim 1, wherein the event data includes receipt of broadcast triggers.
19. (Original) The system of claim 18, wherein the broadcast triggers are transmitted on a line 21.
20. (Original) The system of claim 1, wherein the event data includes receipt of triggers in MPEG streams.
21. (Currently amended) The system of claim 1, wherein the system is configurable in terms of acceptance and rejection events of the promotions based on thresholds configured dynamically through a central console, the configured promotion acceptance and rejection events are events in which the promotions are accepted or rejected, respectively.

22. (Currently amended) The system of claim 21, wherein the ~~configuration is performed for~~ system includes a selected network device configured with the promotion acceptance and rejection events.
23. (Currently Amended) The system of claim 21, wherein the ~~configuration is performed for~~ system includes a group of network devices configured with the promotion acceptance and rejection events.
24. (Currently Amended) The system of claim 23, wherein the ~~configuration the promotion acceptance and rejection events is~~ are based on demographics of the viewers.
25. (Currently Amended) The system of claim 23, wherein ~~configuration the promotion acceptance and rejection events is~~ are based on viewership patterns of the viewers.
26. (Currently Amended) The system of claim 23, wherein ~~configuration the promotion acceptance and rejection events is~~ are based on the physical capabilities of the network devices.
27. (Original) The system of claim 1, wherein the event data includes the scheduled time for the promotions.
28. (Original) The system of claim 1, wherein the event data includes the network location of the network devices.
29. (Currently amended) The system of claim 1, wherein the ~~event data determined relationship includes~~ is determined from subsequent event data collected after a promotion was displayed.
30. (Original) The system of claim 29, wherein the subsequent data includes the display of a URL.

31. (Original) The system of claim 29, wherein the subsequent data includes additional channels to which the network device was tuned to;
32. (Original) The system of claim 29, wherein the subsequent data includes the display of acceptance tags, and the response of the viewer to the display of the tags.
33. (Cancelled)
34. (Currently amended) A method for reporting ~~counted impressions~~ determined relationships in at least one network device, comprising the steps of:
 - collecting event data pertaining to ~~the~~ a network device;
 - ~~correlating the data with promotions schedule database; and~~ determining: (i) which promotion is displayed on the network device, and (ii) a relationship between the collected event data and displaying the promotion from the collected event data, the determined relationship representing an effect of displaying the promotion on a viewer;
 - and
 - ~~providing a user interface for querying the data warehouse to enable a the user to determine the counted impressions of the network device which displayed specific promotions. for~~ inquiring about the determined relationship between the collected event data and displaying the promotion.
35. (Currently amended) The method of claim 34, wherein the step of ~~correlating~~ determining the relationship includes ~~correlating with~~ determining a relationship between demographics data and displaying the promotions, the determined relationship representing an effect of displaying the promotion on a viewer of a given demographic.
36. (Currently amended) The method of claim 34, wherein ~~the event data~~ the step of determining the relationship includes determining the relationship from channel change events collected after the display of the promotion.

37. (Currently amended) The method of claim 34, wherein the step of ~~correlating~~ determining the relationship includes ~~providing~~ determining the relationship from information as to whether a channel surfer stopped surfing collected after the promotion was displayed.
38. (Original) The method of claim 34, wherein the event data of each network device includes a channel on the network device.
39. (Original) The method of claim 34, wherein the event data includes a time at which the network device was tuned to the channel.
40. (Original) The method of claim 34, wherein the event data includes a time at which the network device was tuned away from the channel.
41. (Original) The method of claim 34, wherein the event data includes a connection between the network device and a peripheral.
42. (Original) The method of claim 34, wherein the event data includes the viewing behavior of a viewer.
43. (Original) The method of claim 42, wherein the viewing behavior includes scrolling through a program guide.
44. (Original) The method of claim 42, wherein the viewing behavior includes promotion acceptances.
45. (Currently amended) The method of claim 44, wherein the step of ~~collecting~~ determining the relationship includes ~~recording impressions~~ determining a relationship between the collected event data and displaying of subsequent promotions caused by promotion

acceptances, the determined relationship representing an effect of displaying the subsequent promotions on the viewer.

46. (Original) The method of claim 42, wherein the viewing behavior includes time spent on a viewer activity.
47. (Original) The method of claim 34, further comprising the step of periodically sending the event data to the data warehouse.
48. (Currently amended) The method of claim 34, wherein the step of ~~collecting~~ determining the relationship includes counting an impression ~~caused by using~~ a trigger embedded in a ~~video stream~~ the displayed promotion.
49. (Original) The method of claim 34, wherein the event data is represented in a compressed manner using a bit mask.
50. (Original) The method of claim 34, wherein the event data includes receipt of broadcast triggers.
51. (Original) The method of claim 50, wherein the broadcast triggers are transmitted on a line 21.
52. (Original) The method of claim 34, wherein the step of collecting includes receiving triggers in MPEG streams.
53. (Currently amended) The method of claim 34, further comprising the step of configuring ~~the system in terms of~~ promotion acceptance and rejection events of ~~the~~ promotions based on thresholds configured dynamically through a central console, the configured promotion acceptance and rejection events are events in which the promotions are accepted or rejected, respectively.

54. (Currently amended) The method of claim 53, wherein the step of configuring includes configuring ~~for~~ a selected network device with the configured promotion acceptance and rejection events.
55. (Currently amended) The method of claim 53, wherein the step of configuring includes configuring ~~for~~ a group of network devices with the configured promotion acceptance and rejection events.
56. (Currently amended) The method of claim 55, wherein the ~~configuration~~ configured promotion acceptance and rejection events ~~is~~ are based on demographics of ~~the~~ viewers.
57. (Currently amended) The method of claim 55, wherein the ~~configuration~~ configured promotion acceptance and rejection events ~~is~~ are based on ~~the~~ viewership patterns of ~~the~~ viewers.
58. (Currently amended) The method of claim 55, wherein ~~configuration~~ configured promotion acceptance and rejection events ~~is~~ are based on ~~the~~ physical capabilities of the group of network devices.
59. (Original) The method of claim 34, wherein the event data includes the scheduled display time for the promotions.
60. (Original) The method of claim 34, wherein the event data includes the network locations of network devices.
61. (Currently amended) The method of claim 34, wherein the step of ~~collecting~~ determining the relationship includes determining the relationship from ~~collecting~~ subsequent event data collected after a promotion was displayed.

62. (Original) The method of claim 61, wherein the subsequent data includes a display of a URL.
63. (Original) The method of claim 61, wherein the subsequent data includes additional channels to which the network device was tuned to.
64. (Original) The method of claim 61, wherein the subsequent data includes the display of acceptance tags, and the response of the viewer to the display of the tags.
65. (Cancelled)
66. (New) The system of claim 1, wherein the determined relationship includes an impression that is counted by correlating the collected event data to a promotion schedule.
67. (New) The method of claim 34, wherein the step of determining the relationship includes counting an impression by correlating the collected event data to a promotion schedule.